



Date: Monday, May 15, 2023

To: Recipients

Re: Local Safety Program Design Assistance
Questions and Answers

Q1. Please confirm whether a detailed statement setting forth the bases for information identified as containing trade secret, proprietary, and confidential information is required.

A1. Consistent with language included in the “Trade Secret and Proprietary Information” section on page 7 of the RFP, if proposers feel that any content in the proposal constitutes a trade secret and public disclosure could cause injury to the firm, they should identify pages that contain such information. As laid out in section 7, the consultant should include the notice at the front of its proposal.

Proposers are welcome to include any information that supports such a request at their discretion. The SJTPO reserves the right to determine whether the identified information and records are exempt from public disclosure and will advise the proposer accordingly.

Q2. Are there any restrictions/obligations regarding community partnerships to conduct public outreach? For example, stipends for partner organizations or community leaders.

A2. This project is fully funded through federal sources and as such this effort is subject to all federal funding restrictions and guidelines. Previous guidance has indicated that stipends for participation are not permitted. As a part of a separate study, SJTPO is currently seeking guidance to determine if incentives as a possible prize for participation are permitted (e.g., survey participants being entered in a drawing for gift cards). SJTPO has not yet received an answer to this question.

Proposers may include this kind of incentive in their proposals or present other methods for which they have had previous success. Innovative outreach practices are highly encouraged. Some activities may need to be investigated by SJTPO to verify eligibility. However, a proposal including activities or incentives like these would not be penalized in scoring if they are ineligible, they would simply be removed or adjusted to conform to federal requirements during contract negotiations.

Q3. What kind of community connections does the project owner already have, e.g., databases (not included in the linked plan)? Note for selves: not what connections were done in the past but what connections are still active.

A3. SJTPO has connections with the jurisdictions discussed in this RFP (Bridgeton, Millville, Vineland, Cumberland County), which includes planning and engineering staff and in some instances the mayor of the jurisdictions. To collect feedback on countermeasure selection, SJTPO utilized LocalIQ, a marketing group associated with the Daily Journal, during the Concept Development work. This led to paid geofenced social media campaigns that targeted residents through Facebook and YouTube. Other outreach, including mailers to households, was focused on reaching individuals rather than groups. While this outreach was extensive, it did not generate substantial feedback.



Date: Monday, May 15, 2023
Re: Local Safety Program Design Assistance
Questions and Answers

While municipalities may have contacts with local groups, SJTPO does not, and a list of potential community contacts has not been compiled that can be provided to the consultant team. The consultant should expect to conduct their own research to develop a list while working with the respective municipalities to bolster any lists they may have available.

During the project evaluation phase of the Local Safety Application process, NJDOT Bureau of Environmental Program Resources noted that church groups, PTAs, and other community or neighborhood groups should be identified and targeted for outreach during the design phase. Any list developed by the consultant should include these groups and contacts as a part of the outreach for this process.

Q4. Other than public outreach implementation/content not for public consumption, is there any documentation expected to be delivered/presented in a language different than English? If yes, what documentation? How many languages? For what audiences?

A4. Language accommodation is subject to the Safe Harbor Provision, which indicates that if a project area includes the lesser of 5 percent or 1,000 residents who speak a particular language while speaking English less than very well, then that language must be accommodated. All language accommodation efforts will be associated with providing equal access to the project for members of the public. The project areas for each project corridor require Spanish language accommodation. These requirements do not necessitate that every document associated with the project be translated, but that everything that permits the public to participate, understand, and give feedback on the project needs to be translated.

SJTPO expects that this will include all public-facing means of notification (notices, ads, social media posts, public-facing emails, etc.), materials that inform the public about the substance of the project (flyers, handout materials, presentation materials, website content, videos (if applicable), etc.), and opportunities to provide feedback (surveys, etc.). Spanish language interpreters or bilingual staff should also be provided at all staffed public events, including meetings as well as tabling at events. Proposals may also consider separate Spanish language events.